



1957 F-23
Ida's E-9

Washington's Largest Uptown Department Store
5601 Georgia Ave. at Longfellow St.
Washington, D. C.

RETURN TO
DESIGN DIV.

Children's Dreams

come true with treasures like these . . . toys that spell magic, make wide eyes wider. And for YOU, the joy of picking those that thrill the most. COME IN, see them all but if you can't, use the HANDY COUPON on page 19.



DOLLS, DOLLS, MORE DOLLS

2A—8" Ginny Doll by Vogue Dolls walks, sleeps, sits and stands. She's unbreakable plastic, has life-like hair, comes in panties, socks and shoes. And my, how Ginny loves to be dressed up. **1.98**

Here are Ginny's Outfits:

2B—Adorable print dress, apron, even clothespins. **2.00**
2C—Take Ginny visiting in this Yellow Rosebud Taffeta Dress. **1.50**
2D—White Organdy Dress with lace trim, blue sash and petticoat. **2.00**
2E—Ginny's Roller Skating Costume includes a pair of skates. **2.50**
2F—Pink Velvet Princess Party Dress for Ginny with a petticoat. **3.00**

2G—8" Ginette Doll, Ginny's darling baby sister. She drinks, wets, coos, closes her eyes. Soft vinyl movable arms and legs. Has diaper, bottle. The perfect dress-up doll for little mothers. **3.00**

Here are Ginette's Outfits:

2H—Ginette's Pink Dress and sweet eyelet bonnet for Sunday Best. **2.00**
2J—Baby Ginette's Shoofly. **2.00**
2K—10½" Teen-Age Jill Doll by Vogue Dolls. Adorable new plastic walking doll with bending knees, moving eyes and she wears a saucy little leotard. **3.00**
2L—Jill's polished Cotton Dress. **2.00**
2M—Black and White Party Dress. **1.50**
2N—Long Formal Gown and Jewelry. **3.00**



FOR EVERY HAPPY LITTLE MOTHER

3A—16" Elise Bride Doll by Alexander Doll wears a nylon tulle gown, blue garter, carries a bridal bouquet. Hard plastic with a porcelain finish. **13.98**

3B—(Not Shown). Same doll as above in green skirt, blouse and hat. **11.98**

3C—18" Miss America Doll by Sayco Doll. All vinyl with swivel body, rooted bob. Dressed up in a coronation gown, cape and tiara, high heel shoes. **9.98**

3D—20" Teen Age Doll by Goldberger has a slim twisting torso, rooted hair, wears a taffeta dress, high heel shoes. **7.98**

3E—18" Teen Doll with twisting torso, rooted hair, print dress. By Goldberger. **4.98**

3F—20" Ballerina by Valentine Doll. Plastic

body, jointed knees, ankles, swivel torso, rooted hair. Wears authentic ballerina costume, shoes, stockings. **5.98**

3G—20" 'Beat the Clock' Rags-to-Riches Vinyl Celebrity Doll by Juro changes kerchief topped doll into dazzling princess. Rooted hair, jointed arms, swivel waist. High heel shoes, earrings, choker, ring. **14.98**

3H—15" Walking Bride with Trousseau in Suitcase by Valentine Doll. All vinyl, jointed arms, legs, rooted hair. In a satin bridal gown plus a 5-piece trousseau. **5.98**

3J—20" Teen Age Vinyl Walking Doll with Jewel Case by Valentine Doll has rooted hair. Wears formal gown, high heels. Jewel box has necklace, ring. **7.98**



NEW DOLLS FOR YOUR DARLING

4A—11" Littlest Angel Plastic Walking Doll by R & B Doll. Bending knees, vinyl head, rooted hair, panties, shoes, socks. **2.98** With plastic head, wig. **2.59**
Outfits for Littlest Angel:

4B—3-Piece Pajamas **1.49**

4C—Coat, Hat and Dress **2.98**

4D—Bridal Outfit **2.98**

4E—Tic Tac Toe Dress **1.98**

4F—Square Dance Dress **2.49**

4G—23" Vinyl Girl Doll by Uneeda Doll with rooted bob, wired legs, sleeping eyes, an adorable nylon dress and bonnet. **5.98**

4H—27" Vinyl Girl Doll by Uneeda Doll with rooted pony hair, wired legs, sleeping eyes. And she's wearing a nylon pinafore. **7.98**

4J—22" Snowsuit Baby Doll is all vinyl with molded head, sleeping eyes. By Goldberger with fleece snowsuit, hat, vinyl shoes. **5.98**

4K—17" Kindergarten Kid Doll by Sayco Doll. Jointed vinyl with rooted hair, school dress with an embroidered skirt, shoes. **5.98**

4L—11" Baby's First Doll by Blumberg. All vinyl with molded curl bun and bow. She's wearing a print dress and panties. **2.98**

4M—Darling Tiny Tears by American Character Doll. 13½" molded rubber with plastic head. She drinks, wets, cries real tears has her own layette and every little girl loves her. **7.98**

4N—(Not Shown). Tiny Tears with rooted saran hair, layette plus her own trunk. **11.98**

MAKE HER CHRISTMAS A JOY

5A—Dressed Cubby Boy 13½" Stuffed Bear doll with vinyl face. He wears a plaid multi-color jumper, scarf, straw hat. By Gund. **3.98**

5B—Dressed Matching Cubby Girl 13½" cuddly Doll Bear by Gund with vinyl face, multicolor plaid dress, apron and flowered straw hat. **3.98**

5C—18" Captain Kangaroo Doll. Soft latex body, vinyl head. He wears a blue suit, has a plush toy in pocket. By Baby Barry. **4.98**

5D—42" Tall Dancing Doll, life-size, wonderful. She has a mask face, yarn wig, is dressed in a gay pinafore. By Etone Doll. **2.98**

5E—"Miss Lolly by Golly" is 19" tall. Mask face stuffed doll with red yarn wig, white blouse, white and red tumbler. By Hol-le Toy. **3.98**

5F—Multicolor Harlequin Print Washable Animals by Hol-le Toy. 9½ to 15". Giraffe, horse, squirrel, elephant, dog. each **1.98**

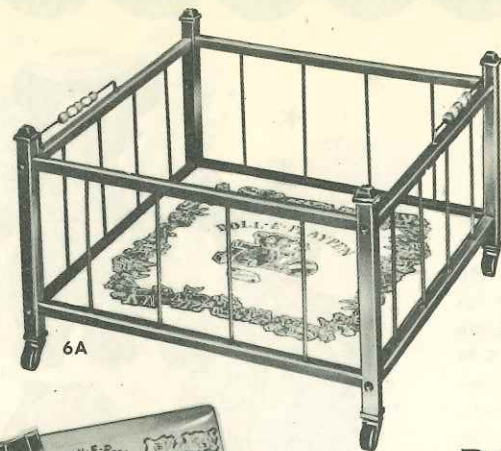
5G—Realistic Stuffed Plush Tiger, 18" long, has natural coloring, markings, alert expression. Life-like but loving. By Hirsch. **5.98**

5H—5-Piece 10" Drink 'n Wet All Vinyl Doll complete with layette, vinyl bathtub. She's unbreakable, completely washable, just a joy for little girls. By Blumberg. **4.98**

5J—Mr. Scot, plaid plush stuffed dog with long ears, plastic pipe. By Elka Toys. **2.98**

5K—(Not Shown). Musical Mr. Scot by Elka Toys has a Thorens music box concealed in his body, plays "Bonny Banks of Loch Lomond." **5.98**





6A



6D



6E



6F



6H



6G



6B



6C

DOMESTIC BLISS FOR LITTLE MISS

6A—Doll-E-Playpen by Amsco. Steel with rugged masonite, swivel casters, beads. Sea blue baked enamel finish. 11x18x18". **4.98**

6B—Doll-E-Layette by Amsco. 11" drink 'n wet doll with everything she needs for home or travel, in a pink overnight basket. **3.98**

6C—Betsy McCall's Pretty Pac. Model's zipper hat box holds beauty tray, Revlon lipstick, a slew of beauty needs. By Amsco. **3.98**

6D—Doll-E-Bath by Amsco. Steel frame, lustranamel finish. Leak-proof plastic tub. **4.98**

6E—Hopkins' Deluxe Doll Crib complete with mattress, bumpers, plastic rails. 27x15x21 inches. **6.98**

6F—Polka Dot Stroller by South Bend Toy. Fringed canopy, carry bag, 5" wheels. Made of colorful heavy-duty long-wearing plastic. **4.98**

6G—Folding Doll Carriage by South Bend Toy. 21½x9¼", 3-bow hood, 24" high handle, brake, 5" wheels. Blue with candy stripes. **4.98**

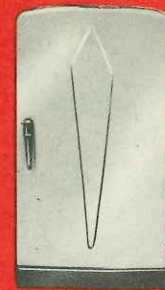
6H—Folding Doll Stroller by South Bend Toy. 26x12½" with 4-bow hood, brake, 7½" wheels, chrome pusher. **9.98**



7A



7B



7C-D-E



FUN TO MAKE HER DOLL HOUSE RUN

7A—Kamkap's Cash Register. Plated front. Bell rings, drawer opens, amount shows. **2.98**

7B—3-Pc. Kitchen Set by Louis Marx. Pink metal. Stove, refrigerator and sink. **5.98**

7C—Nachman's 10" Metal Covered Doll Wardrobe Trunk. Brass hardware with snap lock. **2.98**

7D—12" size. **3.98** **7E**—18" with lock **6.98**

7F—Starlight Tea Set by Worcester Toy. Service for 4 in soft unbreakable plastic. **1.98**

7G—(Not Shown). Black-Eyed Susan Tea Set by Worcester Toy in modern service for 6. **3.98**

7H—Mixi Bake & Drink Set by Marex. Battery powered mixer, 2 batteries, equipment. **4.98**

7J—Susy Goose Housekeeping Set by Kiddie Brush & Toy has 6 housekeeping aids. **1.98**

7K—Washing Machine Set by Wolverine even includes a steel ironing board and iron. **5.98**

7L—Ironing Board **2.98** **7M**—Washing Machine **2.59**

7N—Wolverine's 3-Pc. Lithographed Metal Doll Furniture Set. Dresser, wardrobe and bed. **7.98**

7P—Doll's Bed only. **2.98** **7Q**—Wardrobe **2.98**

7R—Doll's Dresser only. **2.98**



7F-G



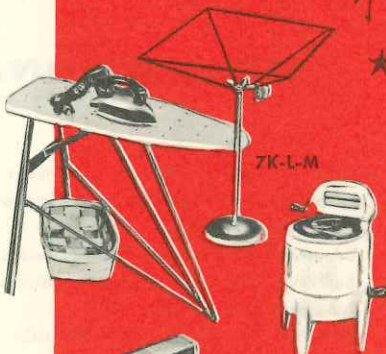
7H



7J



7N-P-Q-R



7K-L-M





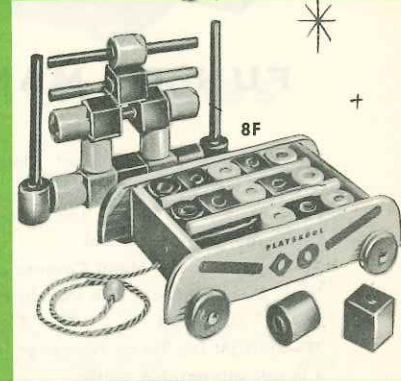
EDUCATIONAL FUN

GIVE TOYS BY PLAYSKOOOL . . . famous for educational toys that keep children's fingers busy and happy. Each toy aimed at a child's own age level:

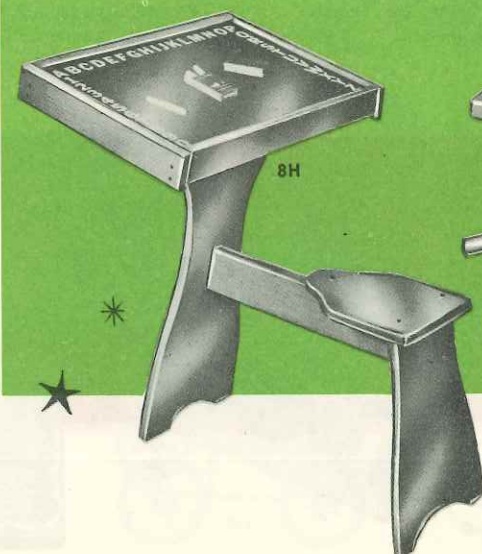
- 8A**—Playskool's Realistic Play Pay Telephone hangs on door knob. Bell rings when the dial is turned. Blocks fit 5c, 10c and 25c slots. For ages 1½ to 3 years. **4.00**
- 8B**—Playskool's Postal Station teaches shapes, coordination. 12 blocks in 4 shapes are also for stringing. 1½ to 3½ years. **3.50**
- 8C**—Tak-A-Part Iron by Playskool meets the need to take things apart, put them together again. For 1½ to 2½ years. **2.00**
- 8D**—Playskool's Blackboard Express includes 5 cars, chalk and eraser. Fine pulltoy for ages 2 to 5 years. **5.00**
- 8E**—Playskool's Take Apart Tractor has screwdriver and wrench to take down machine and put it back again. **6.00**
- 8F**—Playskool's Col-O-Rol. Large wooden wagon filled with gayly colored blocks, drilled for joining purposes. **3.00**
- 8G**—Playskool's Work Bench, a replica of dad's with wood tools, claw hammer, ruler, vise, screwdriver and wrench. Complete with screws, nuts, bolts, wooden nails. **2.50**
- 8H**—Deskette nail and peg set. Has blackboard, hammer, nails, nailboard, etc. By Appleton Juvenile Furniture. **5.95**
- 8J**—Lincoln Logs. Wood logs to build forts, cabins, homes, stockades. 91 pieces plus 4-page design sheet. **2.00**
- 8K**—Junior Size. **3.00**
- 8L**—Deluxe Size. **5.00**



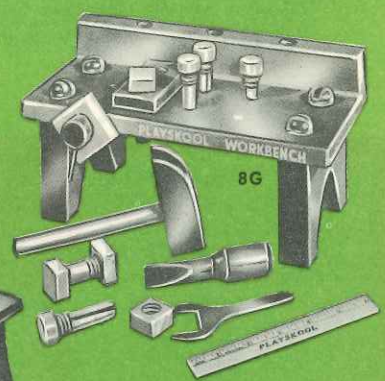
8J-K-L



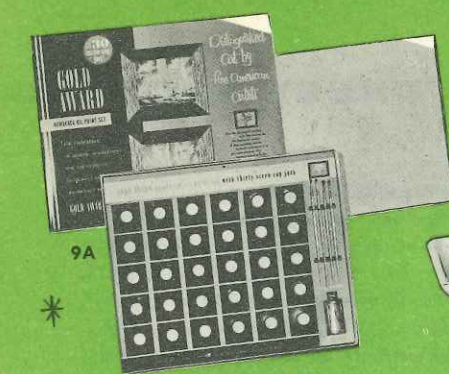
8F



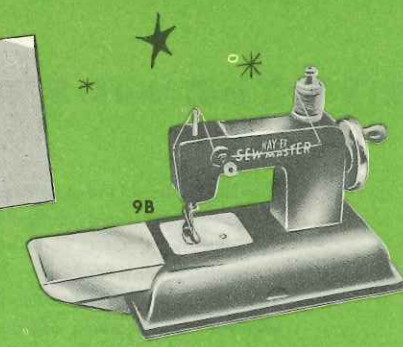
8H



8G



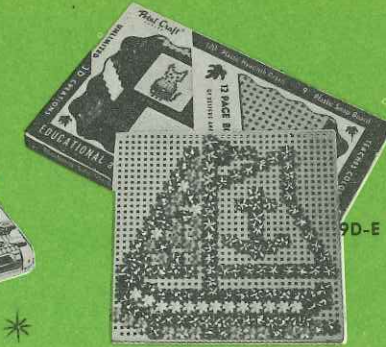
9A



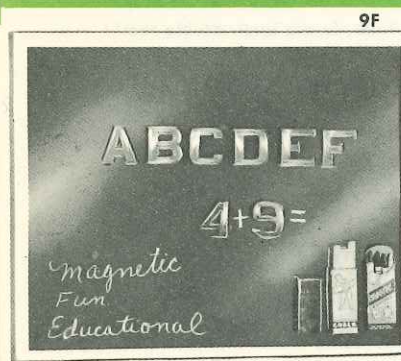
9B



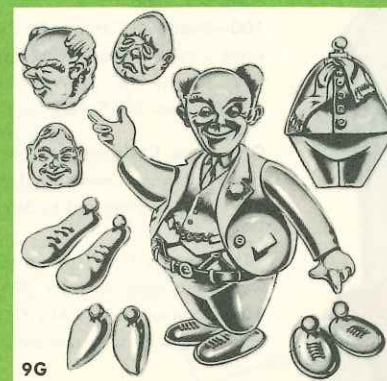
9C



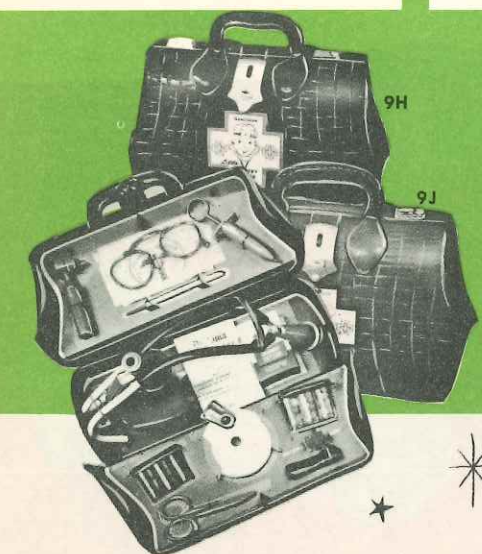
9D-E



9F



9G



9H



9J

9K

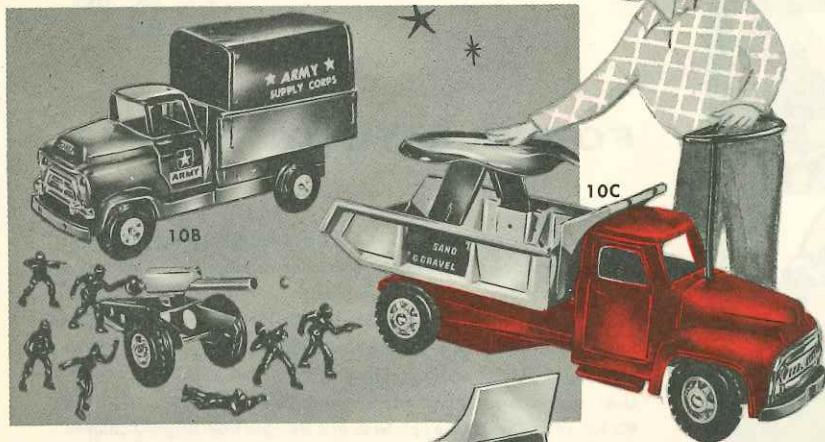
FOR ALL YOUNGSTERS

- 9A**—Paint by Number Art Set by Art Award. Numbered oil set includes two 20" x 16" panels, 4 brushes, brush cleaner, 30 screw cap jars of oil paint. Assorted subjects. **3.98**
- 9B**—Toy Sewing Machine to delight girls includes metal extension table. 10¼" x 4½" x 6". By Kayanee Corp. **4.98**
- 9C**—Metal Typewriter-Print Machine. Just turn dial, press lever. Uses real typewriter ribbon. By Louis Marx. **3.98**
- 9D**—Jr. Petal Craft makes pictures and designs from brightly colored plastic petals. Snap into holes, can't fall out. Educational, creative, absorbing. By Petal Craft. **2.50**
- 9E**—Same as above in larger set. **4.00**
- 9F**—Magnetic Metal Blackboard with wood frame. Reverse side in white for colored crayons. Includes magnetic letters, numerals, chalk, crayons. 21½" x 17". By Tot Guidance. **4.98**
- 9G**—Snapit Puppet. Makes humorous and various figures with colorful plastic. Set has different parts of bodies, heads, hands, feet. For 3 to 10 years. By Wipco. **2.98**
- 9H**—Realistic Doctor Kit filled with miniatures of instruments used by doctors. 10" x 8" x 4". By Transogram. **2.98**
- 9J**—Nurse Kit filled with all a little nurse needs. **2.98**
- 9K**—"Lady Lovely" Beauty Kit holds gold metalized beauty needs with play-safe plastic parts. By Transogram. **2.98**

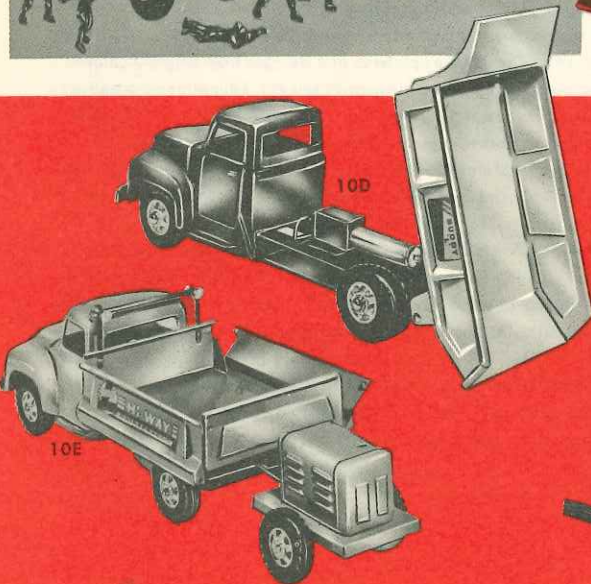
GIVE THE KIDS THESE EXCITING TOYS PACKED WITH PLENTY OF ACTION



10A



10B



10C

The best for boys in toys by Buddy "L" . . . famous for strong steel construction, admirable design and realism that's thrilling:

10A—Buddy "L" GMC Anti-Aircraft Unit with electric searchlight trailer. 25½" x 6½" x 7½". **7.98**

10B—Buddy "L" GMC Army Transport with howitzer, plastic soldiers, metal shooting cannon. 22¼" x 6½" x 6". **4.98**

10C—Buddy "L" Sit-n-Ride Dump Truck. Saddle seat, lock lever on dump box, rubber tires. **6.98**

10D—Buddy "L" Hydraulic Dump Truck. Strong steel, double rear wheels, rubber tires. 22" x 7¼" x 13½". **5.98**

10E—Buddy "L" Hi-Way Maintenance Truck with Trailer, with rubber tires. 19½" x 6¼" x 5¼". **3.98**

Give them Christmas toys by Structo . . . sturdy steel durable construction . . . made for fun and many absorbing hours:

10F—Cattle Transport by Structo. Includes 9 vinyl animals. 27½" x 5½" x 7½". **4.98**

10G—Pumper Fire Truck with Flashing Light by Structo. Sprays water, has hose, hydrant. 22¾" x 7½" x 7". **9.98**

10H—Structo's Ready Mix Concrete Mixer has openings for loading and discharging contents, makes mixing sound. **7.98**



10F



10G



10H



11F

11A—Remco's Dial-Master Telephones. 2 regulation size phones. Dial, bell signals in other phone; pick up and talk. Operates on 4 "D" flashlight cells (not included). **8.98**

11B—U.S. Navy Pom Pom Gun by Remco completely motorized. Twin barrels raise by hand wheel gear action; fire and recoil in steady synchronization. 19" x 8½" x 8½". **12.98**

11C—Mr. Wiggle's Turtle, the pull toy with spring action, plastic head, coil spring body. By Wilkening. **1.98**

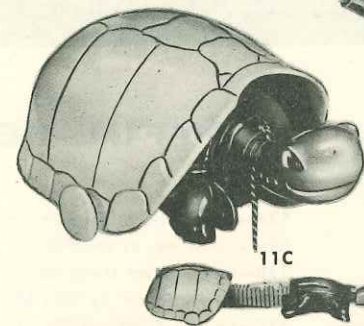
11D—U.S. Shoot-a-Matic Tank. All remote control, powered by batteries. Forward, reverse, steers to left or right, fires pellets. By General Molds & Plastics. **7.98**

11E—Lightning Brains Bug. Battery motor powered, turns left, right, in circle. By General Molds & Plastics. **4.98**

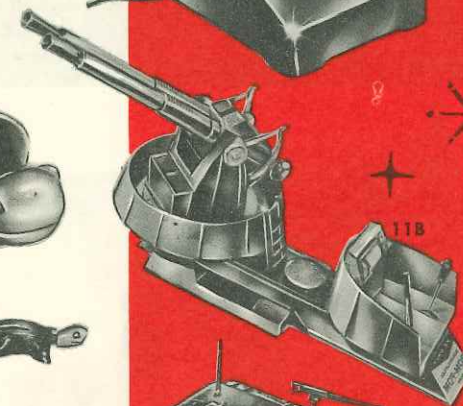
11F—Mickey Mouse Club Projector and Theatre complete with films. Easy to load and operate. By Stephens. **2.98**

11G—Jr. Lineman Tool Belt by Industrial Safety Belt. Heavy grain leather. Includes regulation maintenance tools. **2.98**

11H—Ideal's Sky Sweeper Truck. Rocket launcher has built-in sight searchlight, projects 6 different images; twin rocket launcher fires missiles. 24" x 6½" x 8½". **7.98**



11C



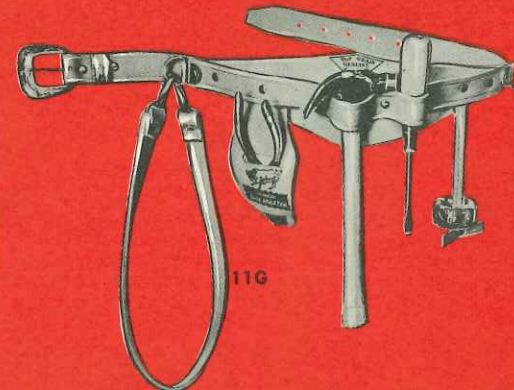
11B



11D



11E



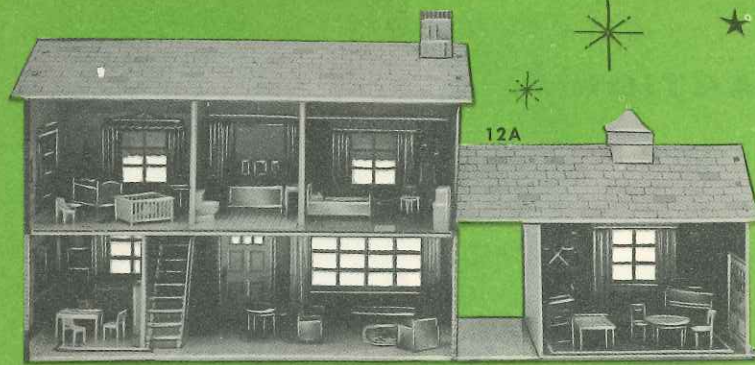
11G



11H



11A



12A



12B

JOYFUL PEEKS FROM SANTA'S PACK

12A—Lithographed Metal Doll House with adorable plastic furniture. By Louis Marx. **4.98**

12B—Lithographed Metal Service Station with cars, accessories, action. By Louis Marx. **4.98**

12C—Battery-Operated Tractor, electrically controlled. Runs backward and forward. Made of high impact plastic. By Louis Marx. **3.98**

12D—15" Electric Robot by Louis Marx. Battery operated, goes back, forward, eyes light, head turns, arms move. Code buzzer at rear, tool drawer. High impact plastic. **5.98**

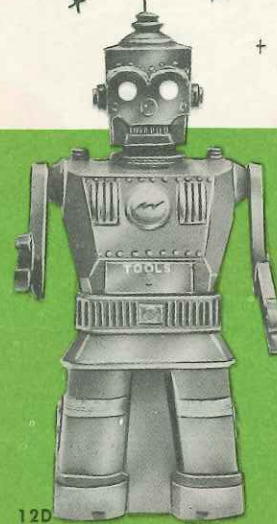
12E—Steel Safe with Real Combination Lock, replica of office safe. Sliding cash drawer, savings slot, shelf. Electrically welded heavy gauge steel. 8 3/4 x 7 x 6". By Bellvue. **4.98**

12F—Uncle Sam's 3-Coin Register Bank by Durable Toy holds \$50. Registers nickels, dimes, quarters. Opens every \$10. **3.98**

12G—Tom Thumb Toy Typewriter and Case by Western Stamping. Standard keyboard, uses standard ribbon, has shift, fingertip spacer. The ideal gift for little secretaries. **19.98**



12C



12D



12E



12F



12G



13A



13B



13C

FOR YOUNG SCIENTISTS, BUILDERS

13A—Microscope Set with 405-power microscope by A.C. Gilbert. Complete laboratory in steel cabinet with real shrimp eggs, etc. **9.98**

13B—A.C. Gilbert's Chemistry Set in steel cabinet. Chemicals, apparatus plus 2 manuals for making hundreds of experiments. **9.98**

13C—A.C. Gilbert's #6 1/2 Erector Set. Reversing electrical engine, flexible coupling. Has all equipment for hundreds of models. **12.98**

13D—Block City. Scale model plastic construction set contains blocks, windows, doors, roofing ma-

terial, etc. 278 pieces.

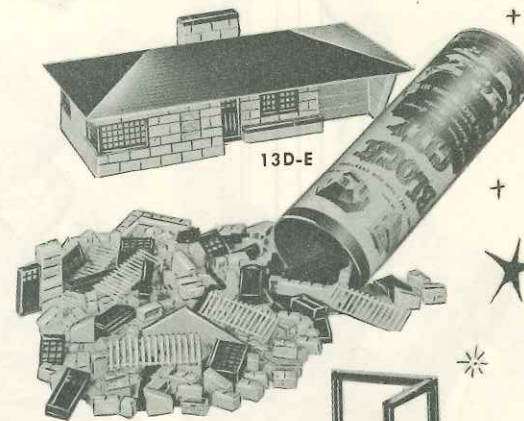
13E—As above with 152 pieces. **2.98**

13F—Battery Motor Play Drill, just like dad's. Includes work bench. By Kenner Products. **2.98**

13G—Makit Toys by Lincoln Logs. Wood construction set has drilled balls and pegs. Easy for youngsters to construct. 235 pieces. **1.98**

13H—Standard Girder and Panel Building Set by Kenner makes modern buildings. No tools, parts snap together and interlock. **3.98**

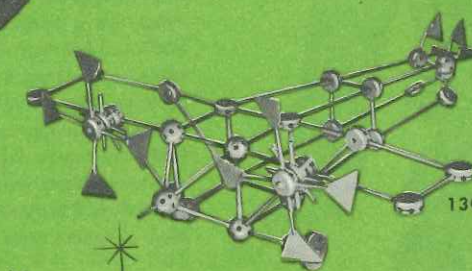
13J—Jr. Size Set as above. **2.49**



13D-E



13F



13G



13H-J



TOP NOTES IN MUSIC

14A—Marimba Xylophone by Kamkap. Floor model with 12 hi-fi tubes, 12 true-tone bars, 1 rubber and 1 wooden mallet, clip-on music stand, instruction book. **6.98**

14B—Kathedral Organ by Kusan. Precision-made aluminum pipes play beautiful hi-fi tones with organ richness. Color-keyed keyboard, easy-to-play piano keys. **9.98**

14C—Peter Pan Electric Record Player with Records, by Tele-Tone. Portable acoustic 78-speed phono in 2-tone plaid wood frame. Comes with 5 children's records, needles. **9.98**

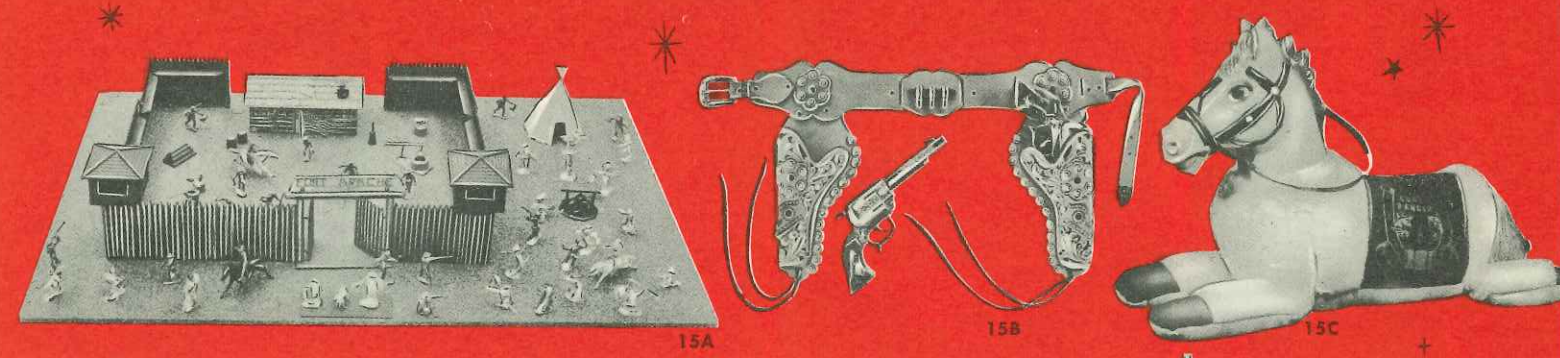
14D—No instructions needed with Theo. J. Ely's Table Model Piano. 25 keys in sharps and flats, color chart, music rack. In new provincial finish. **5.98**

14E—Emenee's 21" High Golden Harp. Carved gold finish, styled like a concert instrument. Permanently in tune. 8 unbreakable strings. Music book. **6.98**

14F—Golden Trumpet by Proll. 14" long, golden plated, richly engraved. 4 valves, 4 tuned reeds. Song sheet, lyre, mute and carrying case included. **2.98**

14G—Roy Rogers' Range Rhythm Guitar with 6 strings. Red with white Western design, instruction book. By Rich. **4.98**

14H—Plush Cuddly Bear by My Toy with Swiss music box. Plays delightful tunes. Adorable gift. **3.98**



SURE-FIRE GIFT HITS

15A—Fort Apache Stockade by Louis Marx. A lithographed metal fort with complete stockade, Western vinyl figures and all accessories to thrill every boy. **5.98**

15B—The gift that's always a hit. Leslie Henry's Double Gun and Holster Set for backyard cowboys. Topgrain jeweled leather holster, 2 repeater guns. **4.98**

15C—T.V. Lone Ranger Horse by Astor Toy. Stuffed horse with plush body, vinyl head, saddle. 30 x 18". **4.98**

15D—Lone Ranger Cowboy Playsuit by H. Iskin includes shirt, pants, belt, vest, holster, gun. Sizes 4-14. **4.98**

15E—Official Lone Ranger Hat to match above. **1.98**

15F—Annie Oakley Western Playsuit by Iskin thrills the girls. A delightful cowgirl outfit that includes shirt, skirt, belt, vest, holster and a gun. **4.98**

15G—Official Annie Oakley Hat. **1.98**

15H—Corporal "Rusty" Playsuit by Iskin as seen on the Rin Tin Tin T.V. Show. Sizes 4 to 14. **4.98**

15J—Official Corporal "Rusty" Hat. **1.29**

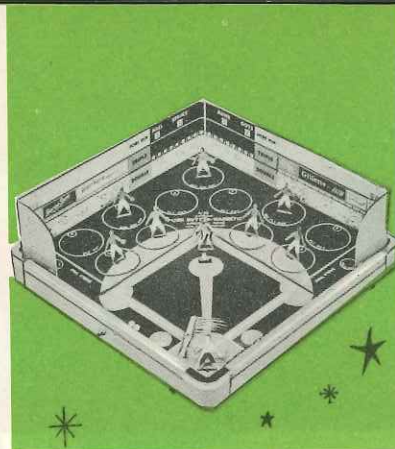
15K—Official Kadet Trainerifle by Parris. Wood stock, blued metal parts, stacking swivel, operating bolt action, clicker trigger. For ages 5 to 12 years. **3.98**

15L—"Rookie" Trainerifle. Ages 3 to 8. **2.98**

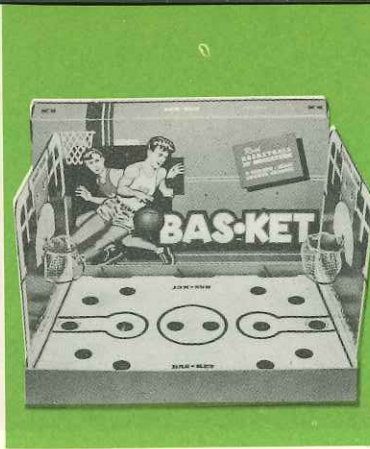




16A—Walt Disney Paint Easel and Blackboard with all drawing equipment. By Pressman Toy. **3.98**



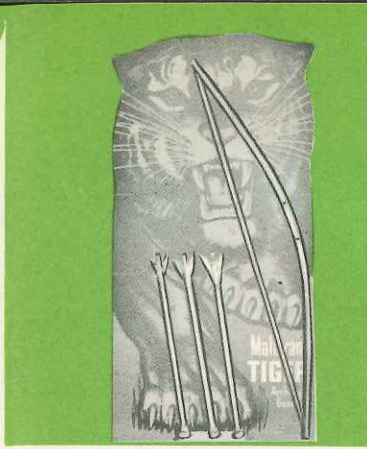
16B—Gotham's Push Button Magnetic Baseball with mechanical pitcher, ball, players. **6.98**



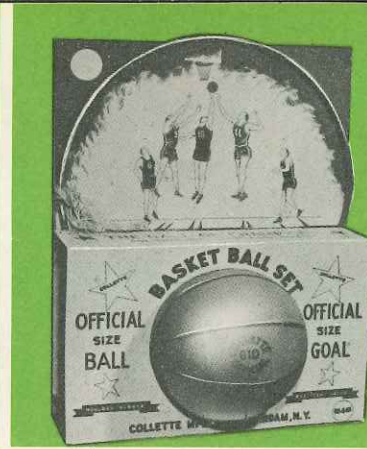
16C—Bas-Ket, a real miniature basketball game by Cadaco-Ellis. Players operate lever. **3.98**



16D—Bowling Game by Transogram. Full set of polyethelene pins and wood balls. **3.98**



17A—Animal Archery by Rollin Wilson. Big target, bows, arrows with suction cups. **1.98**

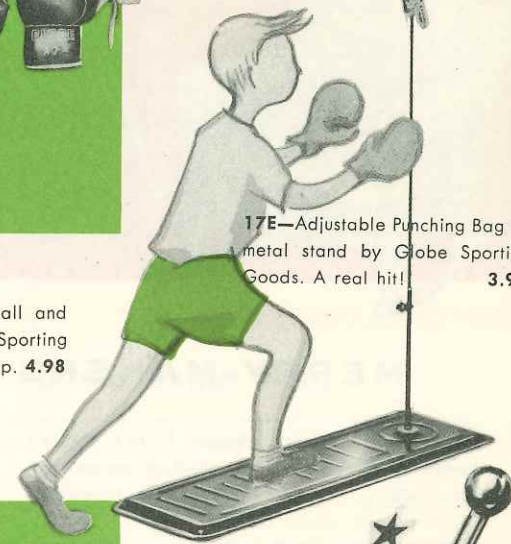


17B—Basketball and Goal Set by Collette. Official size basketball, goal, net. **4.98**



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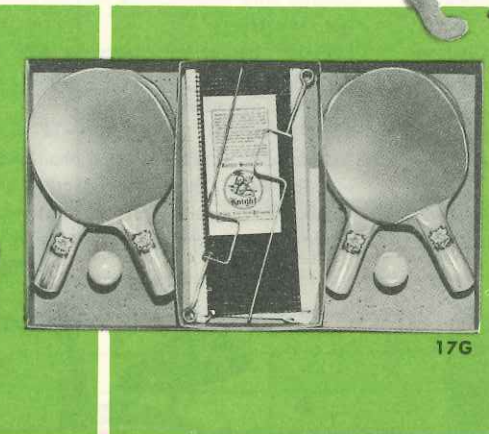
16G—Tic Tac Dough Game based on Jack Barry's TV. 2 or more can play. By Transogram. **3.98**



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